

True Blue Comes in Many Shades

Colors Help Make a First Impression

By Susan Soper
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Peggy Parks has good advice: "You never have a second chance to make a great first impression." That means, "No matter where you go, you always need to look put together, well groomed and neat."

COLORS PURPOSE/MESSAGE

Charcoal gray:	I am accountable, dependable, trustworthy.
Medium gray:	I have my emotions under control.
Light gray:	I am here to gather information, facilitate change.
Navy blue:	I am credible, trustworthy, capable, effective.
Medium blue:	I am friendly, energetic, approachable.
Light blue:	I can be subtle.
Black:	I am good at networking with decision makers.
Red:	I want to be remembered. I am powerful.
White:	I am clear, clean, reliable.
Beige, ecru:	I am friendly and approachable.
Brown, coffee:	I am reliable and dependable.
Green:	I am bringing you new, fresh ideas.
Orange:	I am in the mood to play.
Pink:	I am young, energetic and enthusiastic.
Purple:	I am great with other women.
Yellow:	I want to be noticed today.

A big part of that look, said Parks, is matching colors to events. Parks, president of the Parks Image Group, has a chart that

points out what messages different colors relay. For a business meeting in banking or law, for instance, charcoal gray or navy exude credibility and trustworthiness.

Parks, who helps clients and corporate workshops explore their goals and dreams, said more creative industries can get away with more creative colors such as red or purple. Red, for example, has a psychological effect and slightly raises brain activity, which compels people to pay attention to what you have to say. If you are making a presentation, wear a red jacket.

On the other hand, Parks said, if you are downsizing employees, don't wear black. "A more appropriate color would be light blue," she said. "It's more comforting."

On the right are some colors and the messages they broadcast.



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